#### Comes already sweetened

Its own sugar is developed in the taking. It solves your sugar problem among ready-to-eat cereals.

Order a package from the grocer. Its flavor appeals and there is no waste. Made by Postum Cereal Co.Inc.Battle Creek.Mich

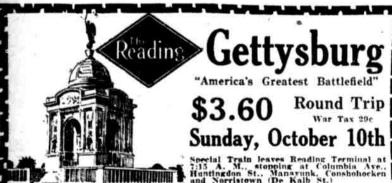


#### Luxurious Box Springs Hair Mattresses

"A Good Bed" Oh, for a good bed! Why, the way some people speak of it you might suppose good bedding was a most difficult thing to get, yet anyone can have the most luxurious, restful, sanitary Mattresses and Box Springs produced by simply remembering Dougherty's Faultless Bedding - peerless in comfort and lasting econ-

#### Dougherty's Faultless Bedding 1632 CHESTNUT STREET

Luxurious Box Springs, Reliable Hair Mattresses, Mahogany Bed-steads, Brass Beds, English Down Furniture Lamps, Dainty Blankets and Comfortables. White Enamel Nursery Accessories. etc., etc.



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Pens, pencils, inks, mucilage, erasers, fountain pens, stick files, clips, pins, Our Fountain Pen Department is at your service for cleaning, repairing and filling—or any information you desire.

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and Supplier

#### For That Sahara Thirst

On days when your thirst mounts with the thermometer-when you want a drink to quench the most persistent thirst, ask for Peacock Ginger Ale.

Do not overlook the health feature of Peacock The high quality ginger and flavors that go into Peacock are specially processed to insure their purity. And the water, before it is properly carbonated, is sterilized and twice filtered to remove all impurities.

Peacock will give you an entirely new idea of how good ginger ale can be made Your druggist or grocer sells it in 151/2-ounce bottles.



## Ginger Ale

Always this: Economy is in the price you pay -not in the high price some store says the thing

### GIMBEL BROTHERS For Friday

Philadelphia, Thursday, September 30, 1920. October will be the greatest value-giving month the Gimbel Store ever knew.

523 Women's and Misses' Suits



wonderful silk linings provide! \$54. And 367 Suits all embroidered. Forty "Samples" included. Twelve utterly different styles, besides, in

Least Saving: \$15 Greatest Saving: \$35 Average Saving: \$25 Eighteen styles among women's suits. Nearly

misses' suits. Some fur-trimmed. Tinseltones. Goldtones. Silvertones. Duvet de laines. And wonderful Trico-Browns far and away in the

lead. But blues galore-especially those tinseltones. Women's Suits

> Women's Section Misses' Suits in the

in the

Misses' Section -Gimbels, Salons of Dress, Third floor.

### Five Thousand Percale Shirts at \$1.68

That's big gun No. 2 for this October idea of value-giving.

collared Suit, \$54



New York make---a good one---good styles or patterns---full Gimbel standard, which means comfort--fit without girding---five-button fronts.

Why? How?

Found a holder of percales who had to turn them into money --- that is the road by which so many real bargains come. The saving is from the high cost of the percales to a price enough under today's market to tempt us to buy.

All sizes; soft double cuffs---single- and cluster-stripe fabrics. \$1.68. --- Gimbels, Shirt Section and Grand Aisle